

United Way Campaign Ideas

Special events allow you to raise additional funds in addition to payroll deductions. Some smaller companies or non-profits may not have a budget for incentives, so take a chance and reach out to the vendors that you frequent most for gift cards, baskets, etc. If you ask, you may get a yes.



Events

- **Action Auction** – Utilize the skills and talents of workers and auction off skills or services of your staff instead of items.
- **Wall of Wine** – Donated bottles of wine with a determined minimum value are placed in red and white bags (corresponding to type of wine); each bag is numbered. When someone buys a ticket, they will match their numbered ticket number to the numbered bag. This process keeps the event fair and eliminates favoritism. Variations: Beer can also be added (Red, White, and Brew), Non-alcoholic options include coffee, chocolate, or gift cards.
- **Book, Music and DVD Sale** – Have employees donate old books, CDs, and DVDs for a company or department wide sale.
- **Flamingo-ing** – A department or company buy a few dozen pink plastic flamingos and places them in the offices or on the lawn of the rival department or company. In order to have them removed they must donate a specific amount before choosing the next victims of the flamingos.
- **Poker Walk** – Have five stations along a walking course your workers will complete. At each station they must pick up a playing card. Best hand at the end wins a prize.
- **Basket Auctions** – Each department will create a basket theme and bring in items to fill the baskets which are auctioned off. Popular themes include movie night, game night, day at the beach, summer reading, or cooking baskets.
- **Silent Auction** – Have employees, individuals, or businesses donate prizes and hold a silent auction or online auction.
- **Ice Cream Social** – Provide the toppings for the ice cream and have employees pay for their favorite flavors and toppings. Providing a pledge form could reward having your dish scooped by management.
- **Dunk Tank** – Rent a dunk tank and charge employees to dunk the management or other workers.
- **Kiss a Pig** – Have a pig join your office for a day to receive the kisses of executives at the cost of employees.
- **Car Wash** – Employees will pay to have their cars washed by other employees or management.



United Way of Treasure Valley

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- **Year Round Engagement** – Have small events geared around educating employees once a month or every two months. Departments can be in charge of leading events each month.
- **Pot Luck Luncheons** – Employees that bring in a dish are charged less than those that don't supply a dish.
- **International Food Day** – Support world cuisine as teams of employees create food from various regions of the world. Employees can decorate a booth and wear costumes. Employees purchase food tickets. It can also turn into a contest complete with prizes.

Contests

- **Department or Company Challenge** – Create competition to increase the amount collected in the campaign. Reward the winning department by having their cars washed by the losing department.
- **Cooking Contests** – Pick a dish you want your employees to challenge each other over. Who makes the best or a specific dish? Reward the winner with a prize. Suggestions for food include chili, baked goods, and appetizers.
- **Dare to Care** – Dares are made for individuals to carry out for a price. If the individual opts out they must pay a pre-determined price. Example: I dare Bob to wear a clown nose for the morning; if Bob opts out he must pay \$X; if Bob carries out the dare, the darer pays. Ideas: Wearing fake glasses w/nose, standing on a chair crowing like a rooster, options vary depending on company/department approval. Limits must be determined so that one individual is not chosen for too many dares.
- **Bowling League** – Create teams within the company and have a group bowling night. Raise money with either entry fees or donations per pin. Or have a Wii Bowling contest.
- **Scrabble Tournament** – Players will pay an entry fee or donate by final scores.
- **Penny War** – Divide employees into groups or departments. Each team will collect coins in a bucket or jar. The value of any pennies in the collection container is added to the total for that team, any higher value coins or dollars are counted against. Employees place pennies into their own container and other coins into the containers of the other teams. Highest scoring team (or least negative), wins a small prize.
- **Pumpkin Carving Contest** – Obtain pumpkins and have employees pay to compete in the carving contest or for voting.
- **Gaming Tournament** – Using either board games or video games have employees form teams or compete individually in multiple games for high scores and dominations. Have teams pay entry fees and provide small prizes to victors.
- **Dress Contests** – Have Employees compete for worst garb in specific categories. Who has the worst tie, jersey, or hat?
- **Identification Contests** – Have employees bring in baby pictures and have them try to identify each other. Have employees pay to vote and the one that gets the most correct wins a prize.
- **Office Olympics** – Set up an office obstacle course in a lunchroom or conference room. Have stations with events like typing a paragraph, filing papers, photocopying, or pencil sharpening. Have an entry fee and the winner gets a prize.



- **Bringing Back the Game Show** – Employees build games to compete in classic game shows such as *Family Feud*, *Win it in a Minute* or *Jeopardy*.
- **Sports Tournaments** – Have employees create teams to compete in sports such as basketball, baseball, or volleyball. Pay to wear your favorite team shirt.
- **Tricycle Races** – Set up a relay race in the parking lot. Employees are allowed to bet on the victors in addition to entry fees with all proceeds being donated. The day of the race spectators can pay to hinder specific teams by moving the starting line or other similar challenges.
- **Inter-Office Mini-Golf** – Create an indoor mini-golf course in the workplace. Entry fees for teams formed by employees to compete for prizes.
- **Theme Shirts** – Choose a theme for your campaign and hold a contest for employees to design the best shirt.
- **Hula-Hoop Contest** – Employees compete in teams or as individuals. Have your camera ready!

Rewards

- **Casual Dress** – Employees can donate to receive a day of jeans.
- **Meal from Management** – The boss pays for or serves a meal to the winner of this prize.
- **Massage Chair** – Bring in a massage therapist for a day and allow those who submitted a pledge form sit down for five minutes to a relaxing massage.
- **Time Off with Pay** – Either a half day or a full day.
- **Extra Lunch Time** – An extra 30 minutes goes a long way.
- **Gift of the Best Parking Space** – Some spaces have shade the full day, others are close to the entrance.
- **Birthday of Relaxation** – Nobody likes working on a birthday so give the gift of the special day off.
- **Low Cost Rewards** – Small gift certificates to restaurants, lottery tickets, company products/merchandise or some shares of company stock.

Other

- **Pie in Face** – Set up an event and auction off the opportunity to give a pie in the face.
- **Drink and Snack Stand** – Set one up in the lobby with proceeds being donated.
- **Ugly Lamp** – Have someone bring in a hideous lamp. Pass it from office to office charging to make it disappear and to choose the next victim.
- **Snack Machine Sales** – Have all proceeds for a day donated.
- **Keep the Change** – When you get change back for your coffee or food donate it. Every little bit helps.
- **One Hour Club** – Ask employees to join the one hour club by giving one hour of pay per month.
- **Rolling Meetings** – Don't want to drag employees away from the office for information? Bring the information to them with a gift a drink or snack.
- **Have Employees Share Why They Give** – Perhaps an employee has a specific reason for giving that they would like to share.

